

tuesday, november 18, 2014

the collegian

HOLIDAY GIFT GUIDE



Think ahead this holiday season

PHOTO ILLUSTRATION BY HANNAH HUNSINGER

Black Friday Bingo

Along with it's discounts, Black Friday brings with it a fair share of stereotypes. How many can you spot this season?

Annoying, repetitive holiday music	Two women fighting	Unattended child looking confused	Crying baby	A child dressed as Queen Elsa from Frozen
Arguments with the store attendant	Accusations of theft from shopping cart	Ridiculously long lines	People sleeping in tents	People complaining about the weather
Unhappy store attendant	Group of five teenage girls	FREE SPACE	Unhappy dads	Someone with a physical shopping list (not electronic)
"Black Friday Deals" that are actually the same prices as the rest of the year	Santa hats	People in matching outfits	People sitting in places that are not chairs	Car accident in parking lot
Store attendant declining credit cards	Ugly christmas sweater	People trying to price match	Over-caffeinated mom	The tag-along friend

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1. Circle your favorite items.
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(we can ship to Santa, if that helps)

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(fill in the blank)



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thecollegian****

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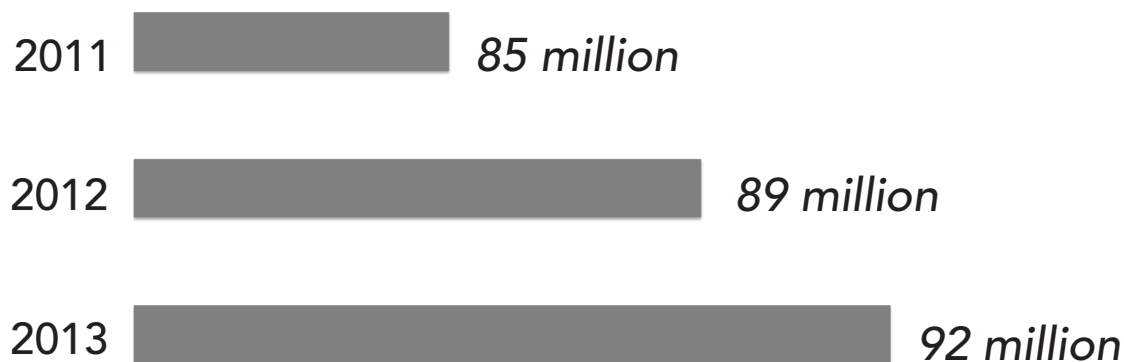
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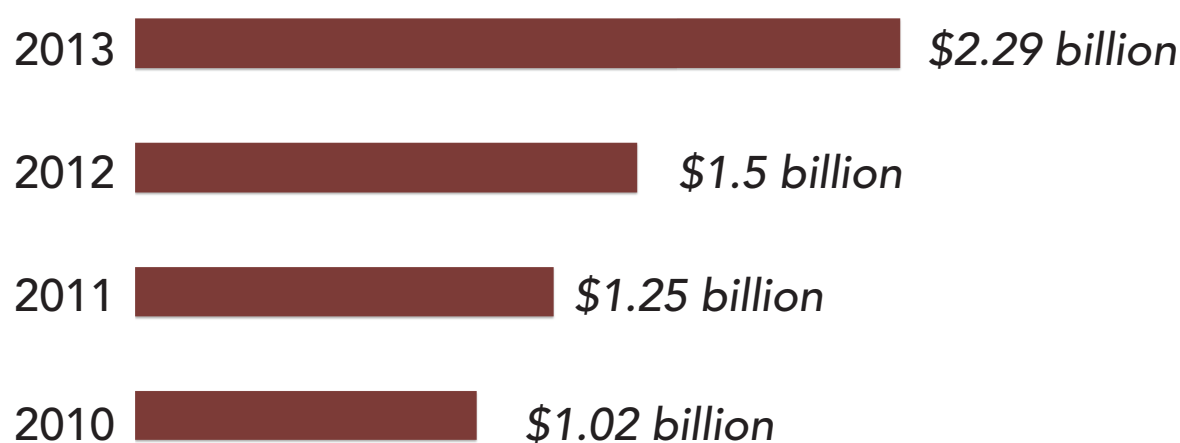
BLACK FRIDAY v\$ CYBER MONDAY

A by-the-numbers look at some of the year's most popular holiday shopping days

Black Friday Shoppers



Cyber Monday Spending



Total Spent in 2013

Cyber Monday
\$2.29 billion

Thanksgiving/
Black Friday
\$57.4 billion

Through History

1939

President Roosevelt moved Thanksgiving up a week, to the second-to-last Thursday in November, so as to have more shopping days between Thanksgiving and Christmas.

1966

Term "Black Friday" was coined by police officers in Philadelphia because of the increased traffic jams and large amounts of pedestrian traffic.

2005

Shop.org coined the term Cyber Monday after noticing increased traffic and sales the first day after people returned from holidays.

2010

Cyber Monday sales top \$1 billion for the first time

2006

Approximately 95 million consumers shopped over the holiday weekend, with three out of five hitting the stores on Friday.

2013

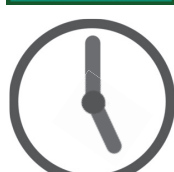
According to Adobe Systems Inc., shoppers spent \$2.29 billion online on Cyber Monday in 2013. Surpassing the previous record of \$1.93 billion

STORE OPENINGS

Thanksgiving



5 P.M.



5 P.M.



6 P.M.



6 P.M.

Black Friday

Marshalls

Dillard's



7 A.M.



8 A.M.

Graphic by Audrey Hockersmith
Data compiled by Erin Poppe
and Som Kandlur from:

useconomy.about.com
huffingtonpost.com
theblackfriday.com
bestcyberweek.com
usatoday.com

money.cnn.com
mashable.com
money.cnn.com
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Street Talk

compiled by Kandace Griffin

Q: "Do you prefer Black Friday or Cyber Monday and why?"



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DIGITAL ART



MIKE STANTON
JUNIOR,
JOURNALISM AND PRE-LAW



CHASE LAMBERT
FRESHMAN,
BUSINESS
ENTREPRENEURSHIP



LISA GRAUSE
SENIOR,
MARKETING



MALLORY SEARCY
FRESHMAN,
KINESIOLOGY

"I would prefer Cyber Monday, because I am more interested in technology-based products."

"I would prefer Cyber Monday, because Black Friday is really hectic and I choose to stay away from that crowd. I'm too broke to afford either."

"I would prefer Black Friday, because it is more well-known and is more of a thrill because of all of the competition when buying things."

"I would prefer Black Friday, because you get the experience of the start of the Christmas season."

"I would go with Black Friday, because you get good deals and you also get to people watch which is quite interesting."

Opt for utilitarian over fun when getting gifts for graduating seniors

By KATIE WATKINS
THE COLLEGIAN

With December nearly two weeks away, the one thing on almost everyone's mind is the holiday season. We've made your list, we've checked it twice and now it's time to venture out and brace ourselves for the frenzy of holiday shopping.

With so many K-State students graduating this December, giving them a gift that celebrates graduation and preparing them for their life ahead is important. Priorities change between our freshmen and senior year of college, and gifts become more about what you need rather than those \$200 pair of headphones or shoes you think you want.

"I think as I'm transitioning into the next phase of my life, I want more things that are practical and that I can actually use like silverware, but of course, money and gift cards are always appreciated," Libby Steinbock, senior in elementary education, said.

Though money is probably the most useful thing for seniors this holiday season, there are other gifts that K-State seniors would be grateful for getting this year.

"Money would probably be the most useful, but since I'll be getting my own place after graduation I'm asking for more useful stuff like kitchen

utensils," Aubrey Knox, senior in psychology, said.

Gifts ideas that represent K-State pride can be purchased through the K-State Alumni Center. Megan Jurgensmeier, director of marketing and membership for the K-State Alumni Association, said class rings and diploma frames are by far the most popular gifts for graduates.

"The K-State Alumni Association offers a variety of gifts that families or friends of graduating seniors can purchase," Jurgensmeier said. "Many times class rings, diploma frames, K-State Alumni Association memberships or any of our other K-State merchandise will be purchased as graduation gifts for graduates."

Another essential gift idea for seniors is professional clothing for their work lives. Though style may differ between an elementary education major and an engineering major, it is important to start slowly building up your wardrobe with quality pieces now regardless.

Kerri Keller, director of Career and Employment Services, said it was important to ask for work clothes rather than opting for some that would be more fun.

"Moving from backpack to briefcase is a major life transition," Keller said. "A professional wardrobe will help you make a first impression on the job that matches your capabilities, and a purple tie or scarf



PHOTO ILLUSTRATION BY CASSANDRA NGUYEN | THE COLLEGIAN

With K-State's December commencement ceremony coming up, finding the right gift for a graduating senior does not have to be too difficult. These students will appreciate the little things, like kitchen utensils, gift cards and money.

will let you continue to show your K-State pride."

When it comes to gifts for graduating students, the most

useful gift is one that can help prepare them for their lives

ahead and help showcase their achievements.

HELPING YOU THRIVE

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Personal touch is everything when it comes to getting presents for parents



KELLY IVERSON
THE COLLEGIAN

The holiday countdown has begun and shopping for the perfect gift will soon commence. One of the hardest demographics to shop for are those who differ greatly in age from ourselves, i.e. mom and dad.

Lucky for students, parents are a lot less judgmental or materialistic when it comes to receiving gifts from their kids. However, just because parents aren't going to call you out for a thoughtless, cheap gift, it's important that you show appreciation for your biggest fans this holiday season. Here are a few gift ideas to make mom and dad happy campers that won't eat through your wallet.

Anything with your face on it

Parents love anything with their kids' faces on it, whether it be a coffee mug, a mouse pad or something as simple as a framed picture. Nothing makes parents happier than their own family, so take advantage of this overflowing affection and stick your face on a magnet. It's relatively cheap and is as simple as going online and searching the Internet for these services.

Walgreens has some great, customizable options available on their website including wall decor starting at \$14.99, mugs starting at \$11.99 and even smartphone cases starting at \$29.99.

Something they can do

Get them out of the house.



SAHIL ARORA | THE COLLEGIAN

Gift cards to restaurants or movie theaters are some great gift ideas to get your parents for the holiday season.

Parents often lose touch with friends or really anything outside work and their own home. Anything that gets them out of the house – like a gift card to their favorite restaurant, tickets to a movie showing or even a date night jar filled with ideas – is sure to get you on their good side.

Most restaurants will have gift cards, and movie tickets can be purchased online. Big theater chains such as AMC also allow you to add a photo to your gift cards to give it a

personal touch. AMC Theater gift cards vary from \$5 to \$100 and can be found on their website.

Hobby inspired

Everyone has a hobby, so take what your parents do in their free time and morph that into some kind of gift.

For example, if dad is a big runner, invest in some thermal socks. If mom likes to cook, maybe it's time for some new recipes or pots and pans. Whatever the hobby may be,

there's always some inexpensive spinoff of it. Use this to your benefit.

Get crafty

Do-it-yourself gifts are great for parents because they show there's really some thought put into whatever it is that you made. Websites like Pinterest make it easier than ever to turn some old wine bottles into a centerpiece or cinnamon sticks into a decorative candle. It may be cheaper, but parents love the effort and

time that are put into these gifts because ultimately, it's the thought that counts.

Food

The way to anyone's heart is food, and your parents are no different. Holiday time leaves a lot of room to play with new dishes to serve up. Help cook dinner, or make up some decorative sugar cookies. The result is one scrumptious gift your parents are bound to enjoy. Websites like the Food Network's are great places

to get some ideas. They have entire articles on holiday treats and meals.

Regardless of the gift, parents know it's the thought that counts when receiving anything from their children. Get into the giving season with the ideas above and you're sure to have a great family holiday.

Kelly Iverson is a senior in mass communications. Please send comments to edge@kstatecollegian.com.



We Are K-State

PHOTOGRAPHS OF COLLEGE LIFE

Take K-State with you. A new book, *We Are K-State*, documents the excitement of Kansas State University during homecoming week October 2012. The vivid collection of images was captured by student photographers and alumni professionals, making the perfect gift for any K-State fan.

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Students debate on whether it's better to gift cash

By MARISSA HAAKE
THE COLLEGIAN

Cash seems to be the perfect gift during the holidays for tight-pocketed college students. It removes the stress of finding the perfect present and you know the receiver will be able to buy something they really need or like with it.

But is money too unimaginative or too impersonal to give as a gift? Do you remember the gift after the cash is spent? And what if you cause an uncomfortable situation by giving too little or too much?

K-State students seem to have mixed views.

"I would rather receive a gift, because the sentimental value that is associated with a gift from a loved one always outweighs cash," Morgan Wills, senior in political science, said. "Although I am always extremely grateful for anyone who gives me — a little ol' college student — cash, I just love looking back at old gifts and remembering all the memories I have with the person I received it from. When I think of the excitement and joy that comes from tearing off wrapping paper, it's not even a question; a tangible gift would win every time."

For Chelsea Moore, sophomore in microbiology and Spanish, her gift-receiving preferences change from person to person. Sometimes, if the gift-giver is not very good at buying things, she'd rather have the option of using the money to pick something out for herself.

"I think it all just really

depends on the situation," Moore said. "For example, my dad isn't very good at gift giving, so I would rather get money. He just comes up with the most random things to give and I would probably find it more beneficial to just receive money to spend on an item that I know I will use."

Some students said they would like a thought-out gift, regardless of the circumstances.

"I would definitely rather receive a gift versus money from a friend," Kelly Kristiansen, junior in education, said. "It shows that they really put thought into it. I feel like money is just a gift you give when you don't want to try super hard."

If you do decide you just want cash for the holidays, there is a good way to go about asking for it.

According to advice website HowStuffWorks.com, telling the gift-givers exactly what you will use the money for is often times a good idea. Perhaps you are saving up for a trip or a big-ticket item. If you let the gift giver know what the cash will be put toward, it might make them feel as if they are giving a gift that is more personal. You could also try to pull the poor college student card.

Maybe you hate the holiday trinkets accumulating dust on your bookshelf or perhaps you find them a valuable reminder of memories with those people closest to you. Just keep in mind that each person has a different idea of the "perfect gift," so it might be worth asking them what they want.



PHOTO ILLUSTRATION BY VAIL MOSHIRI | THE COLLEGIAN

Giving cash as a present removes the stress of trying to find the perfect gift and also means the recipient can buy something they are sure to need or want. Some may think money seems impersonal though, so be sure to tailor your gift to the person receiving it.

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